

63% of Mississippians Want a Cigarette Tax Hike? ***Think Again.***

Poll or Propaganda?

There is an old saying among pollsters: "Garbage In - Garbage Out!" Outlined below are several key reasons the findings in the "A Second Opinion: Mississippians' Attitudes on Selected Health Care Policy Issues" report should be seriously questioned.

95% of Mississippians are Registered to Vote? Whatever!

The strangest statistic is reported on page 5 of the report. 95% of respondents included in this sample were registered to vote. This number is NOT a representative sampling of MS residents. In NO circumstance could a random sampling of Mississippi adults result in 95% being registered to vote.

Mississippi: Populated Mainly by Older, White, Females?

Additionally, accurate representation of the demographics of the adult population of Mississippi residents was not achieved. The sample was skewed towards white (72%), heavily towards female (63%), and towards residents over 56 years of age (39%).

Ooops!

In the description of the demographics of the sample, the report clearly indicates that residents were asked if they were registered to vote, if they were politically active, and if they voted in the 2004 General Election. However, there does not appear to be any termination of the survey based on the answer to the questions.

Does Your Hometown Feel This Way? Who Knows?

Although there was a description of FIPS (county codes) attached to the data, there was no reporting of the distribution of surveys among each county or Congressional District. It is not clear that an accurate geographic representation of the state was achieved.

Be Careful -- Know the Facts Before You Tax!